

CANDACE ROGERS

JILL OF ALL TRADES

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PROCESS

discover

Competitive Analysis
Personas & Segmentation
User Research & User Stories
Journey & Flow Mapping
Customer Interviews
Feature Definition
Requirements Gathering

design

Sketching
Wireframing
Sketch
InVision
Low & High Fidelity Mockups
Adobe CC Suite (Ps, Ai, Id)

build

Functional Prototyping
Browser Developer Tools
HTML • CSS • Javascript
REST APIs
MongoDB • PostgreSQL
Vue • Nuxt • React • Node
WordPress
GIT • Github
Quality Assurance (QA)

launch

Go-to-Market Strategy
Pricing & Packaging
Sales & Support Training

measure

A/B & Multivariate Testing
Usability Testing
Usage Analytics

PROJECT

react-opt

React dev facing, performance optimization CLI tool | 1,900+ Github stars

- Launched user's app in Chromium browser with Puppeteer async/await methods to send data from the browser to Node
- Monkey-patched React lifecycle methods to gather state and prop data to expose window events triggering component re-rendering
- Attached detailed event info to each render cycle by using event listener logic to parse component location & window event data
- Converted DOM variances and performance measurements into hierarchical objects using deepDiff functions to further classify analysis
- Used Chalk CLI formatting for orderly visualization of application inefficiencies and optimization suggestions
- Constructed a testing suite with Enzyme to evaluate effectiveness and quality of application performance analysis during development

EDUCATION

howard university .

B.B.A. International Business
Howard University Trustee Tuition
Scholarship
MEAC Conference D1 Student
Athlete
Magna Cum Laude

INTERESTS

I enjoy learning about
sustainable farming & tiny
houses, traveling countries
abroad, advocating for financial
literacy, cooking and shower-
singing

EXPERIENCE

Blavity Inc.

Aug 2018 - Present

Product Focus

- Created comprehensive, intuitive quality assurance (QA) process to be utilized by tech leads, product managers, designers and stakeholders in creation of new platforms and applications which will drastically lower bounce rates
- Advocated the importance of documentation being a part of the engineering culture and created standards for each project to have Confluence pages outlining the analytics driving the project, RACI factors, timeline, roadmap, implementation and more improving new project turnarounds
- Entrusted to screen and interview candidates for key positions across the engineering and product teams
- Collaborated with design team to Identify pain points in design specification's UX/UI before being passed along to the engineering team
- Mitigated any discrepancies between the design and engineering by raising any clarifying questions/ concerns and communicating the resolve
- Drove better accessibility initiative thru educating team on what user flow looks like for different types of users creating more user empathy

Engineering Focus

- Implemented AMP pages & ads with Google analytics across 5 sites accruing ad revenues upward of \$350,000 since August
- Re-designed and engineered new front-end experience for an internal tool that sends out newsletters to over 1 million of Blavity Inc.'s subscribers
- Accomplished a new, user-facing application (Travel Noire) with other engineers by contributing my knowledge in jwPlayer, modal libraries and state management
- Led applications team in Blavity News redesign by driving code review best practices, encouraging insight driven UX addendums, and writing reusable, DRY code

Candace Rogue Design Services & Solutions

Freelance UI/UX Design

Feb 2016 - Present

- Developed search and filter features for easier customer browsing with Redux and improved mobile experience using React Native
- Used Google Analytics and Monkey Chimp best practices to A/B test lead forms and homepage promotions to drive site traffic
- Optimized websites by integrating grid system and cross-browser compatibility with Bootstrap library to reduce scalability issues
- Designed a multitude of websites with Wordpress and PHP for optimal rendering and deliverability on multiple browsers and platforms
- Incorporated responsive viewport adaptability and scoped images with media queries & mobile-specific CSS for seamless web to mobile experience

Levi Strauss & Co.

Corporate Merchandising Coordinator

Nov-2014 - Marc-2016

- Led a \$6 million territory through a company-wide sales deficit and maintained sales each quarter

Saks 5th Ave

Operations & Merchandising Manager

May 2013 - Nov-2014

- Impacted shortage control and the bottom line by saving the company \$10,000 through the annual inventory process and 'Mark-out-of- Stock' program

PUBLICATIONS & TALKS

so-cal react meetup

2017

To State, or Not to State. shouldComponentUpdate?

Taking a deeper dive into the powerful lifecycle method, shouldComponentUpdate, and how it can be used to speed up an application

tech talk

2017

Three.js, AR & Beyond

Live demoed the three.js library to acquaint web developers with an entry point to AR and VR, where the fundamentals of 3D design can be implemented using Javascript syntax

ui/ux lecturer

2017

Why is UI/UX so Damn Sexy?

The Prezi presentation featured live demos in the newest user interface and experience tools (i.e. Sketch, Flinto) to expose aspiring engineers to the transfer of information architecture gathered from user/client to engineering system design and the interdisciplinary nature of the tech industry